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BOWLING: AN IN-DEPTH PROFILE OF A DYNAMIC MARKET

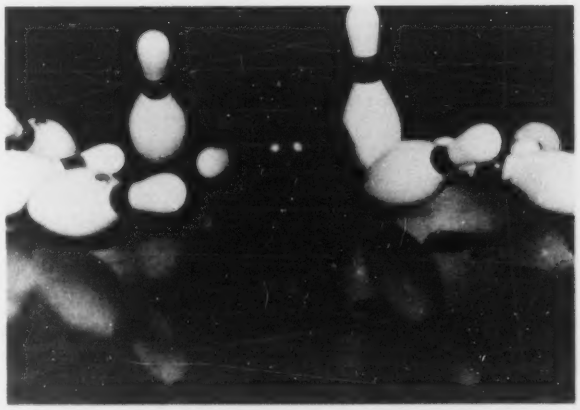
A 7340-1

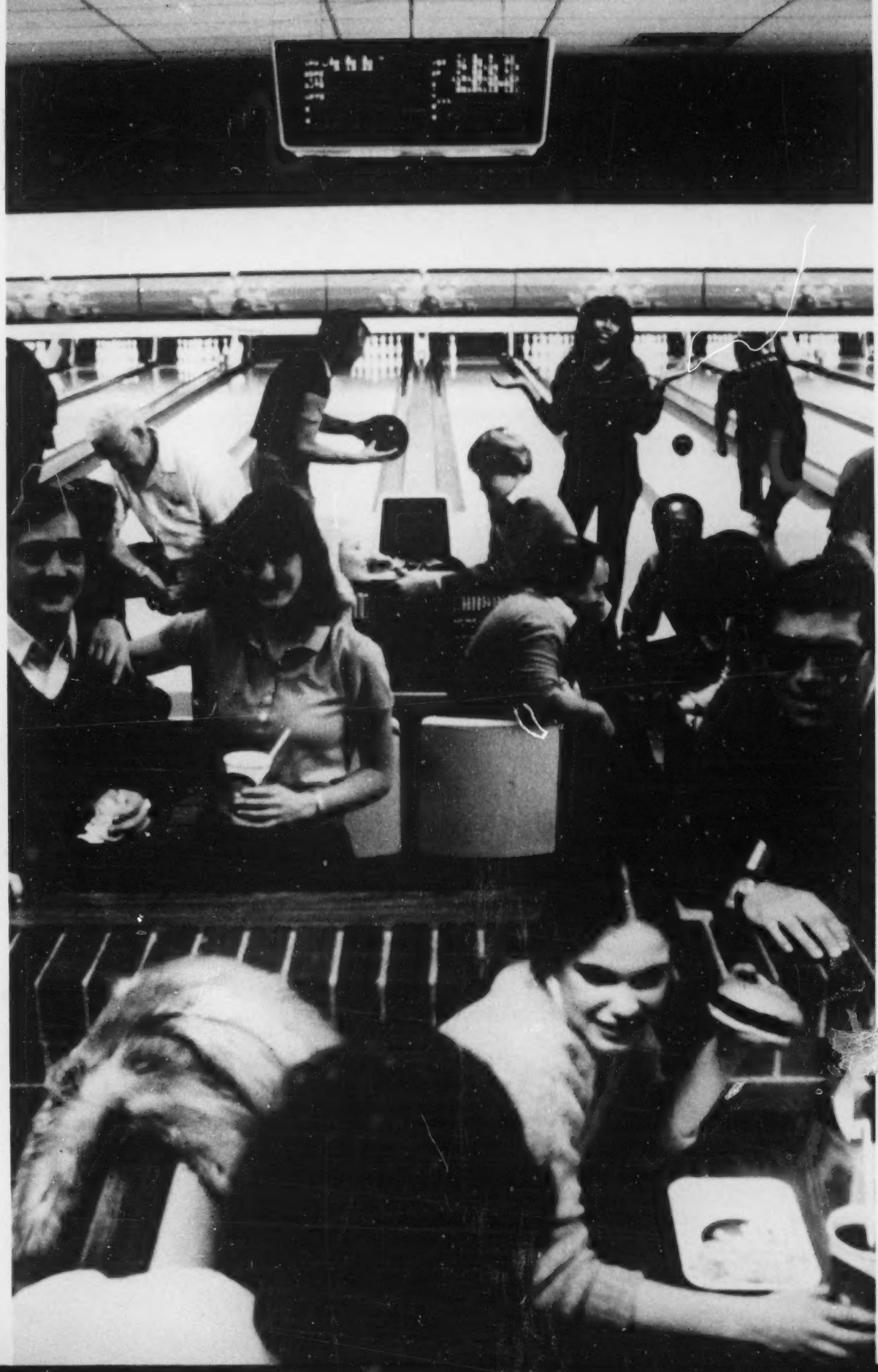
BOWLING: AN ENORMOUS MARKET WITH REAL PURCHASING POWER

If you are marketing products or services with a broad-based appeal, take a good look at bowling as a marketing tool.

Whether your target market is young, middle-aged, or elderly, upscale, budget conscious, white collar or blue, bowling provides access to and a common point of recognition for millions of people.

The following pages paint a demographic portrait of the U.S. bowler. Once you see bowling's attractive Income, Occupation and Education demographics, you'll know why bowlers are the great American market.





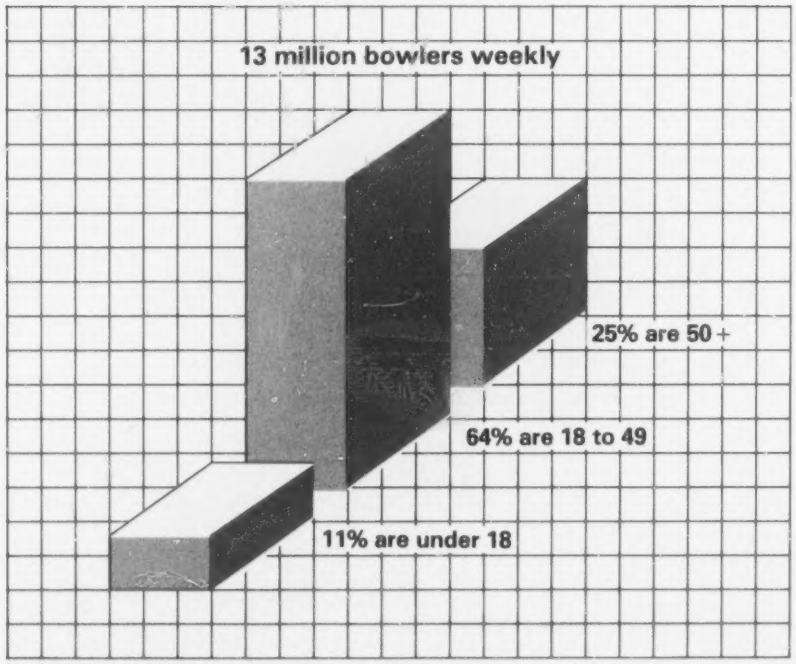
A MASSIVE, ORGANIZED MARKET

Bowling is not only one of the most popular sports in America, it's also one of the most organized.

Nine million adults of all ages regularly participate in sanctioned men's and women's leagues. Another one million youngsters under 18 are also league bowlers. Add to this 3 million more avid bowlers who open play bowl every week and you have more than 13 million weekly bowlers.

Market statistics also show that more than 20 million people go bowling at least once a month.

BOWLING FREQUENCY

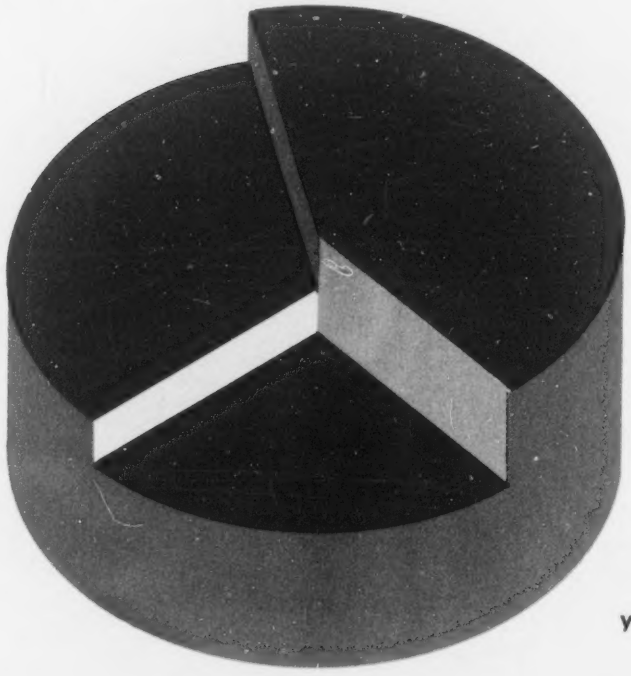


Sources: American Bowling Congress roster and Women's International Bowling Congress roster, 1982.
Market Facts 1982.

ONE-OUT-OF-THREE AMERICANS BOWL

This massive participant sport captures almost one out of every three men, women, and children in the country today. In addition to the 9 million plus league bowlers, there are 60 million casual bowlers who visit thousands of bowling centers nationwide each year. And, they do it an average of nine times per year—that's 620 million visits this year alone.

MARKET BALANCE



Source: Market Facts, 1982.

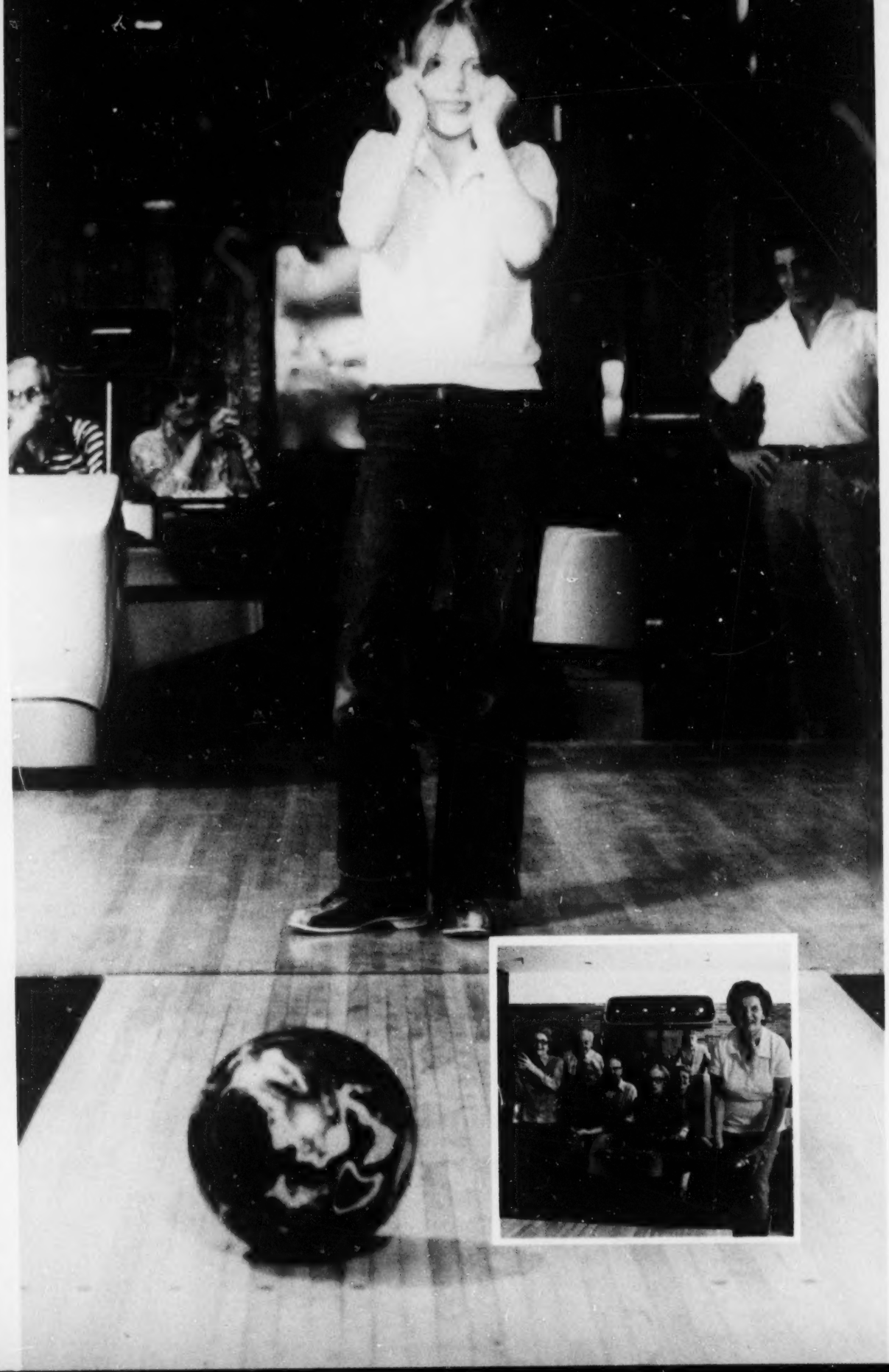
BOWLERS OFFER ATTRACTIVE DEMOGRAPHICS

American bowlers represent an attractive market. They offer a broad spectrum of consumer characteristics in terms of who they are, where they live, and how much they earn. They are also younger, more affluent and better educated than the national average.

BOWLER PROFILE

Profile	% Bowlers	% U.S. Population
Median Adult Age	26.1 yrs.	30.3 yrs.
18 to 34	42	42
18 to 49	61	64
Median Household Income	$24,388	$19,458
Household Income $25,000+	48	37
Highest Educational Level Attained		
Graduated/Attended College	50	32
High School Graduate	37	34
Employment		
Professional/Managerial	33	23
Craftsman/Foreman	23	13
Married	69	65
Parents	44	36
Own Home	79	65
Children Under 18	55	53
Mean Household Size	3.6 persons	2.75 persons

Sources: Market Facts, 1982
Simmons Market Research Bureau, 1982
U.S. Department of Commerce, 1983



BOWLING IS POPULAR WITH ALL AGES

Bowling knows no age barrier.
All ages enjoy the relaxation and sociability of
the game through more than 321,000 men's, women's, junior, senior
and collegiate leagues as well as
through casual bowling.

The majority of these league and casual
bowlers fall into the 18 to 49 age category—the people
who purchase the bulk of the products and services sold in this
country. Bowlers represent a very
lucrative mass market.

BOWLERS BY AGE GROUP

Age	% of Bowlers	% of U.S. Pop. 5 yrs. +
5–11	12%	18%
12–17	15%	10%
18–24	19%	13%
25–34	23%	17%
35–49	19%	16%
50–64	9%	15%
65+	3%	11%
Median Age:		
Total	26.1 yrs.	30.3 yrs.
Adults 18+	31.8	38.8

HEART OF THE MARKET–ADULTS 18+

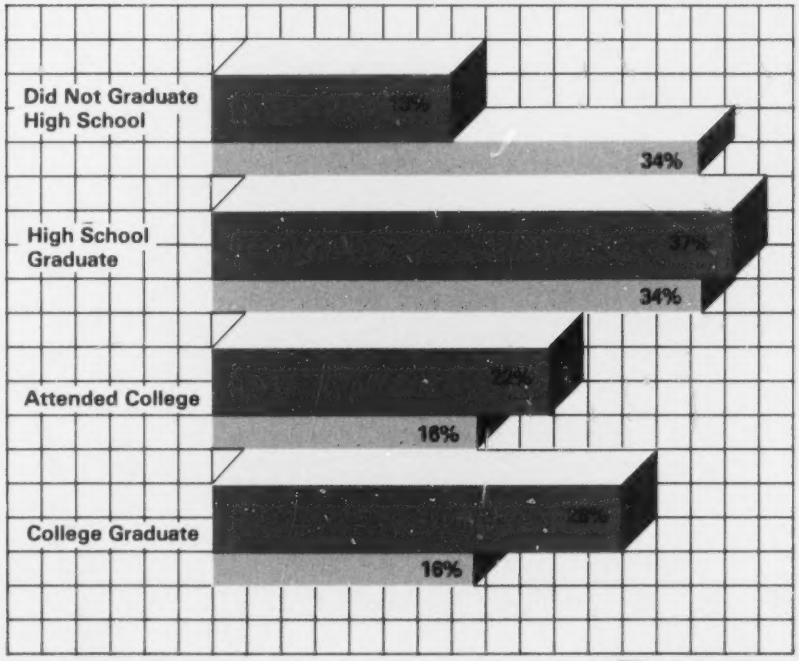
83% are 18–49 years old
57% are 25–49 years old
57% are 18–35 years old

Sources: American Bowling Congress roster and Women's International Bowling Congress roster, 1982.
Market Facts, 1982.
U.S. Department of Commerce, 1983.

BOWLERS ARE BETTER EDUCATED THAN THE NATIONAL AVERAGE

Today, about 3 out of 10 adults in the United States have some college training. When bowlers are singled out, the figures show that 5 out of every 10 have some college training. Bowlers also exceed the national average in the percentage of college graduates in their ranks.

HIGHEST EDUCATIONAL LEVEL ATTAINED

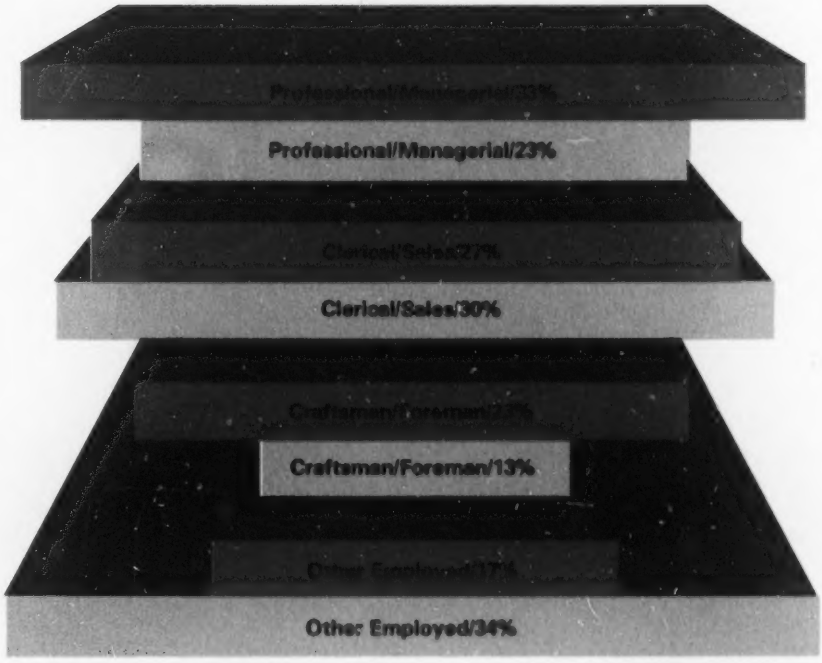


Sources: Market Facts, 1982.
U.S. Department of Commerce, 1983.

THREE OUT OF FIVE BOWLERS WEAR A WHITE COLLAR ON THE JOB

Although one third of adult bowlers are managers or professionals, you'll find people from all walks of life at a bowling center.

OCCUPATION



Sources: Market Facts, 1982
U.S. Department of Commerce, 1983

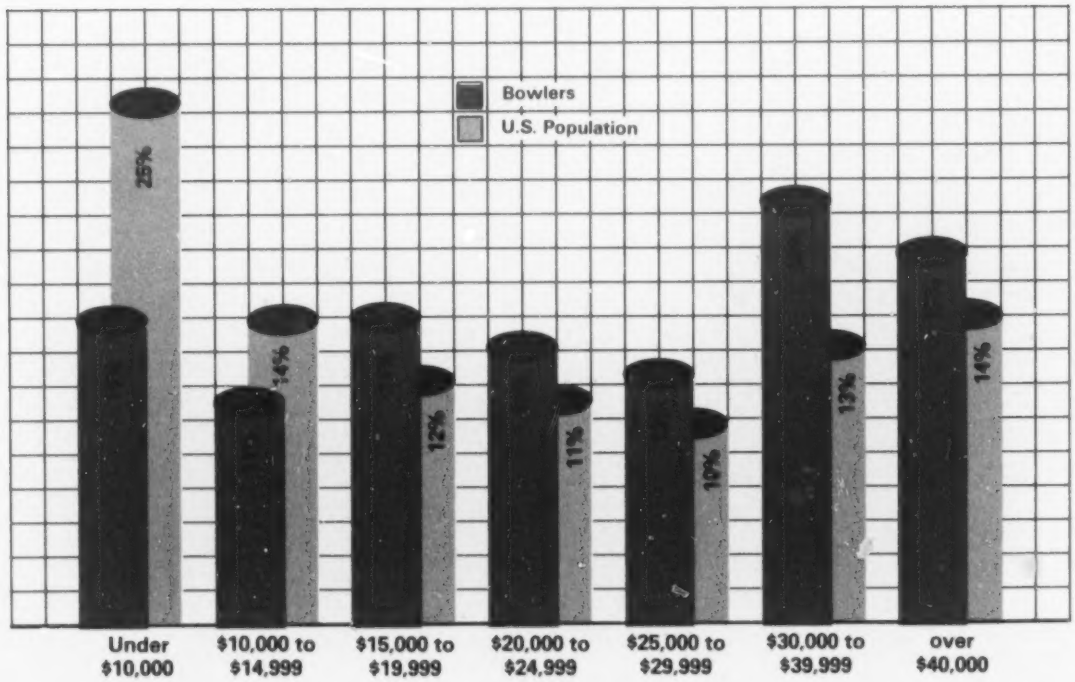
Adult Bowlers
U.S. Population

BOWLERS EXCEED THE NATIONAL AVERAGE IN INCOME

When it comes to income, bowlers do quite well. Their median household income is almost $5,000 higher than the U.S. average, with 48 percent having household incomes over $25,000.

Purchasing power is one reason bowlers are the great American market.

HOUSEHOLD INCOME



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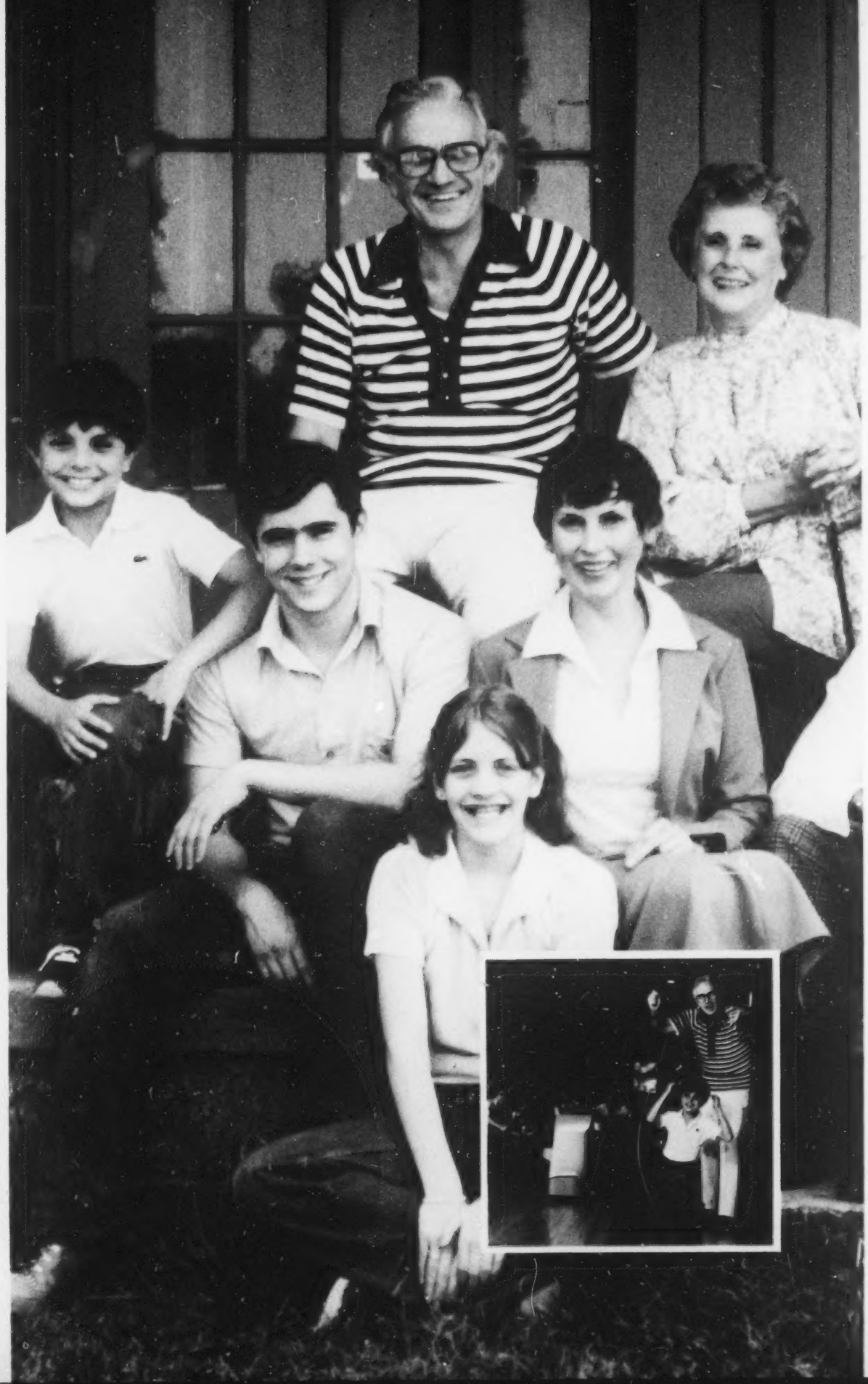
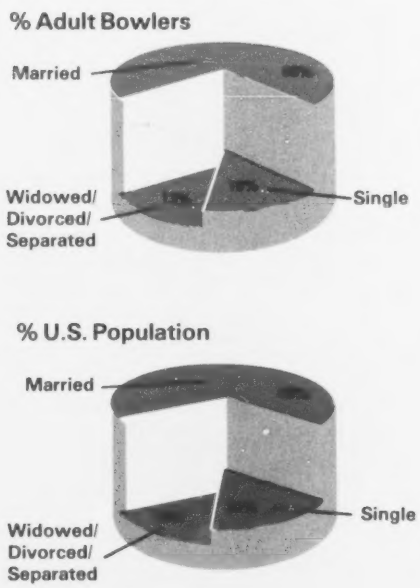


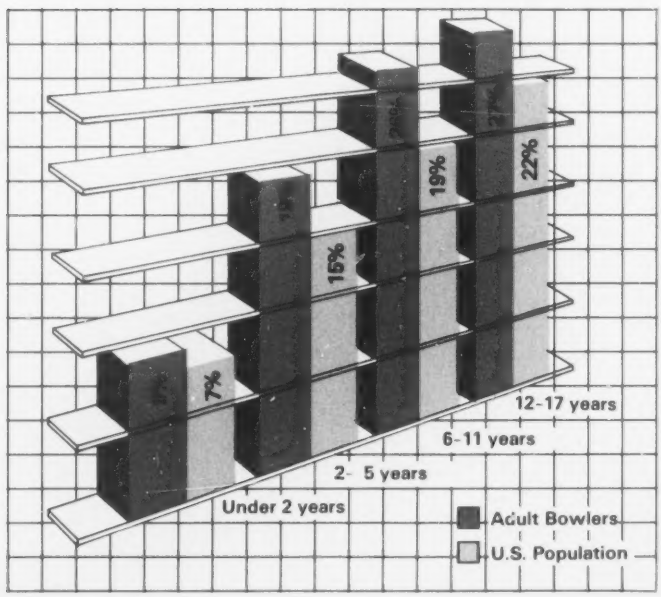
BOWLERS ARE VERY FAMILY ORIENTED

A majority of the bowlers in the U.S. are married, and almost half have children. Of course these statistics are to be expected, since bowling appeals to families as a sport in which both young and old can compete and enjoy a relaxing pastime together.

MARITAL STATUS



PARENTS WITH CHILDREN



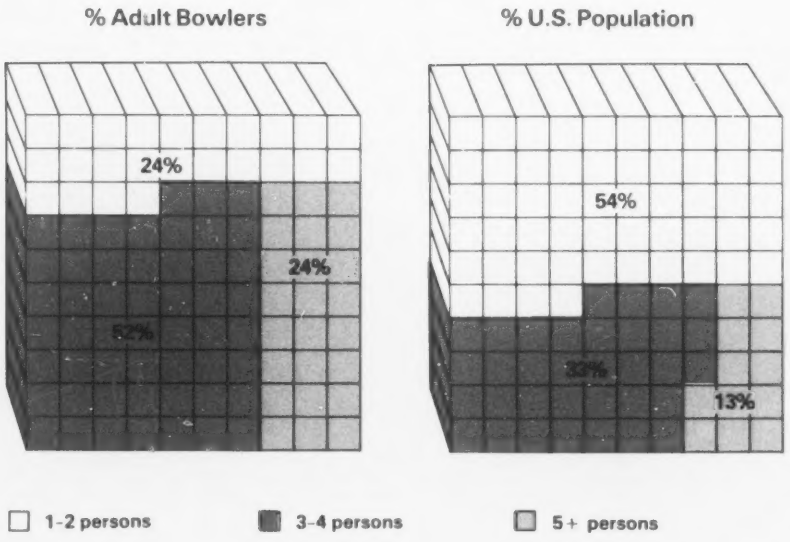
Sources: Market Facts, 1982
Simmons Market Research Bureau, 1982
U.S. Department of Commerce, 1983

BOWLERS HAVE LARGER HOUSEHOLDS, AND THE MAJORITY OWN THEIR HOMES

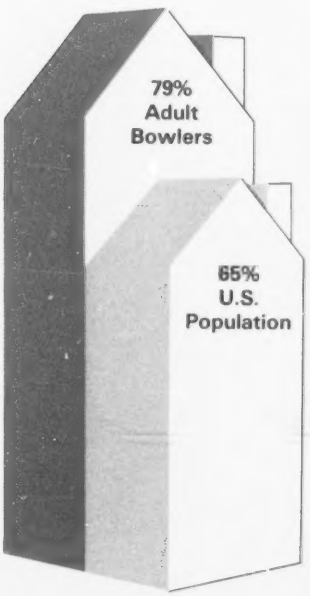
Bowling's family orientation results in more potential consumers per household. Over three-fourths of the bowling households boast three or more members.

Bowlers also provide a relatively stable market, with 79 percent of bowlers owning their own home.

HOUSEHOLD SIZE



HOME OWNERSHIP

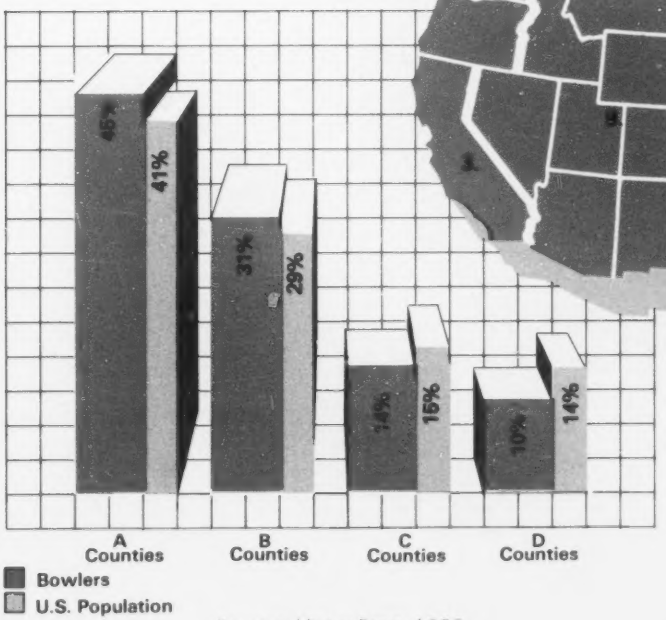


Sources: Market Facts, 1982.
U.S. Department of Commerce, 1983.

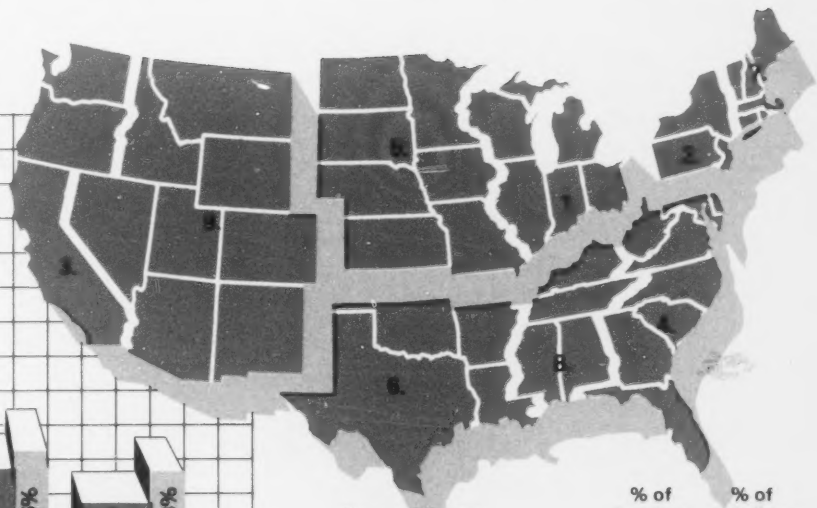
BOWLING IS POPULAR NATIONWIDE AND YEAR-ROUND

Geographically, bowlers are dispersed throughout the country, in small towns and large, along the lines of the general population. Bowling has a nationwide appeal—unlike some participant sports which are very popular in specific areas and relatively ignored in others. If you want nationwide coverage, bowling has it.

COUNTY SIZE



CENSUS REGION



Census Regions	% of Bowlers	% of U.S. Pop.
1. East North Central	26%	18%
2. Middle Atlantic	18%	16%
3. Pacific	13%	14%
4. South Atlantic	13%	16%
5. West North Central	9%	8%
6. West South Central	7%	11%
7. New England	6%	5%
8. East South Central	4%	7%
9. Mountain	4%	5%

Sources: Market Facts, 1982
Simmons Market Research Bureau, 1982
U.S. Department of Commerce, 1983

BOWLERS ARE THE GREAT AMERICAN CONSUMERS

Bowlers form a massive market segment. Their Incomes, Education and Lifestyles make them consumers of a wide variety of products and services. Most bowlers are very enthusiastic about their sport and relate strongly to media depictions of it.

Bowling is a market with above average product usage and the chart below is just a sampler of the bowler product indices available. As these numbers show, bowlers really are the great American consumers.

SAMPLE OF PRODUCT INDICES

U.S. Adult Index = 100

Category	Adult Bowler Index
After Shave (men)	235
Beer	140
Cologne (men)	286
Decaffeinated Coffee	111
Diet Soft Drinks	122
Disposable Razors	113
Domestic Wine	124
Family Restaurants	130
Fast Foods Restaurants	127
Imported Wine	136
Instant Developing Cameras	134
Jeans	294
Light Beer	146
Lipstick (women)	190
Men's Toiletries	235
Panty Hose (women)	237
Perfume (women)	198
Pretzels/Potato Chips	123
Soft Drinks	119
Still Cameras	130
Toothpaste	106

Source: Simmons Market Research Bureau, 1982.

WHATEVER YOUR PRODUCT OR SERVICE, INVESTIGATE BOWLERS... THE GREAT AMERICAN MARKET

Alcoholic Beverages
Athletic Footwear
Auto Parts
Beer
Cameras
Candy Bars
Car Batteries
Carbonated Drinks
Cars
Cereals
Cleaners
Clothing
Coffee
Cold Remedies
Cologne
Cosmetics
Dairy Products
Detergents
Drug Products
Electric Appliances
Fast Food
Film
Financial Services
Frozen Foods
Gums
Hair Care Products
Hardware
Headache Remedies
Health Foods
Home Entertainment
Home Furnishings
Household Cleaners
Household Paper Products
Instant Foods
Insurance
Jeans
Juices
Kitchen Cleaners
Laundry Cleaners
Lawn and Garden Supplies
Liquor
Magazines
Makeup
Motor Oil
Nail Polish
Napkins
Oral Hygiene Products
Packaged Mixes
Pain Relievers
Panty Hose
Paper Towels
Personal Computers
Pet Products
Pie Fillings
Pizzas
Polishes
Razors and Blades
Records and Tapes
Remedies
Restaurants
Sauces
Skin Conditioners
Snacks
Soaps
Tires
Toiletries
Toothpaste
Vegetables
Video Games
Vitamins
Waxes
Wines
Yogurt

NATIONAL BOWLING COUNCIL
1919 Pennsylvania Avenue, N.W., Suite 504
Washington, D.C. 20006
(202) 659-9070